

## WHAT IS CLAIMED IS:

1. A lateral flow immunoassay device comprising:  
a porous strip for enabling capillary migration  
5 of a fluid sample therealong;  
a labeled reagent disposed on the strip, said  
labeled reagent being formulated for suspension in the  
sample migrating therepast;  
a captive reagent immobilized on the strip in a  
10 path of sample migration, said captive reagent being  
formulated to bind to said labeled reagent to form a  
visible colored site on the strip; and  
means for providing a complimentary color  
background for the colored site in order to increase visual  
15 perception of the colored site.
2. The device according to claim 1 wherein the means  
for providing a complimentary color background comprises  
dye incorporated into said porous strip.  
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3. The device according to claim 1 wherein the means  
for providing a complimentary color background comprises a  
transparent colored film disposed over said porous strip.
- 25 4. The device according to claim 3 wherein the film  
is suspended above said porous strip.
5. The device according to claim 3 wherein the film  
is laminated to said porous strip.  
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6. The device according to any one of claim 1  
through 5 wherein the colored site is blue and the

complimentary color background is selected from a group consisting of yellow, yellow-orange and orange.

7. The device according to any one of claims 1 through 4 wherein the colored site is red and the complimentary color background is selected from a group consisting of green, light green, fluorescent green and lime green.

8. A lateral flow immunoassay device comprising:  
a white porous nitrocellulose membrane for enabling capillary migration of a fluid sample therealong;  
a labeled reagent disposed on the membrane, said labeled reagent being formulated for suspension in the sample migrating therepast;  
a captive reagent immobilized on the strip in a path of sample migration, said captive reagent being formulated to bind to said labeled reagent to form a visible colored site on the strip; and  
an element for changing the white strip to a color which enhances visual perception of said colored site.

9. The device according to claim 8 wherein the element comprises a dye incorporated into the membrane.

10. The device according to claim 8 wherein the element comprises a transparent film disposed over the membrane.

11. The device according to claim 10 wherein said transparent film is laminated to the membrane.

12. The device according to claim 8 wherein said element comprises a colored backing for supporting the membrane.

5 13. The device according to claim 8 wherein said element comprises a clear backing for supporting the membrane and a transparent colored film adhered to said clear backing.

10 14. The device according to any one of claims 8 through 13 wherein the colored site is blue and the enhancing color is selected from a group consisting of yellow, yellow-orange and orange.

15 15. The device according to any one of claims 8 through 13 wherein the colored site is red and the enhancing color is selected from a group consisting of green, light green, fluorescent green and lime green.

20 16. An improvement in a lateral flow immunoassay device having a strip for enabling capillary migration of a fluid sample therealong, a labeled reagent disposed on the strip and formulated for suspension in the sample migrating therepast and a captive reagent immobilized on the strip in  
25 a path of sample migration and formulated to bind to said labeled reagent to form a visible colored site on said strip, said improving comprising a color background for enhancing visual perception of said colored site.

30 17. The improvement according to claim 16 wherein said color background comprises a dye fixed in said strip.

18. The improvement according to claim 16 wherein said color background comprises a transparent film disposed over said strip.

5 19. The improvement according to any one of claims 13 through 18 wherein said colored site is blue and said colored background is yellow.

10 20. The improvement according to any one of claims 13 through 18 wherein said colored site is red and said colored background is green.

21. A method for enhancing visual perception of colored site in an immunoassay device, the device  
15 comprising a strip for enabling capillary migration of a fluid sample therealong, a labeled reagent disposed on the strip and formulated for suspension in the sample migrating therepast and a captive reagent immobilized on said strip in a path of sample migration and formulated to bind to  
20 said labeled reagent to form said colored site, said method comprising dyeing said strip a color which is complimentary to said colored site.

22. A method for enhancing visual perception of a  
25 colored site in an immunoassay device, the device comprising a strip for enabling capillary migration of a fluid sample therealong, a labeled reagent disposed on the strip and formulated for suspension in the sample migration therepast and a capture reagent immobilized on said strip  
30 in a path of sample migration and formulated to bind to said labeled reagent to form said colored site, said method comprising coloring said strip with a transparent film having a color which is complementary to said colors site.